



lesbian parenting australia

LOVE MAKES A FAMILY

NOW IS YOUR OPPORTUNITY TO HAVE
BUSINESS PRESENCE ON AUSTRALIA'S
FIRST LESBIAN PARENTING WEBSITE.



MISSION

To create a nationwide website that takes lesbian women step by step through the process of becoming parents.

From the most intrinsic questions about what is family, who will be the birth mother, choosing a donor, insemination choices, IVF & medical information, birth & beyond, lesbianparenting.com.au will provide information and support nationally, state by state legalities, testimonials, and even a bulletin board to link women with potential donors.

lesbianparenting.com.au aims to support women in their journey, and help ease the isolation that come with trying to do it alone.

ABOUT THE ORGANISATION

- ▶ LPA was established in 2013 as a not for profit organisation purely to benefit the lesbian community of Australia.
- ▶ LPA is a registered charity with the Australian Charities Commission.
- ▶ LPA is run by a volunteer committee of 5 women all keen to give back to other women following their path.

TIMELINE

Lesbian parenting Australia (LPA) received 2 grants last year, and is currently in the process of design. We aim to be live on the internet before the end of the year.



SITE PLAN

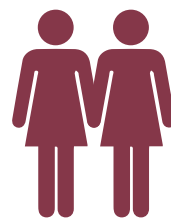
lesbianparenting.com.au/SitePlan.html

PRESS KIT-TEAM & IMPLEMENTATION

lesbianparenting.com.au/Press%20Kit.html

REACH

Free to access, LPA will reach women all around Australia, even those in rural or isolated areas, where homophobia may hold them back, or access to information is limited.



UP TO 15% OF AUSTRALIANS HAVE EXPERIENCED SAME-SEX ATTRACTION*

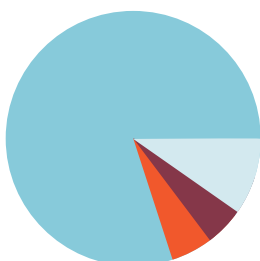
*The Australian Study of Health and Relationships (Smith et al., 2003)

QUICK FACTS

- Free access online from anywhere in the world.
- Every state and territory of Australia represented.
- Reaching lesbian women in rural / remote areas of Australia.
- No membership or joining fees.

AUDIENCE DEMOGRAPHIC

LPA will primarily target the lesbian community of Australia. The donor board will attract gay men wishing to donate sperm, and there may be some information for transgender parenting. The general public will include family and friends of Gays & Lesbians, plus media bringing the site into the public arena.



TARGET GROUP
18-55 year olds

- 80% LESBIAN
- 10% GAY MEN
- 5% TRANSGENDER
- 5% GENERAL PUBLIC



MEDIA ENGAGEMENT

LPA will primary operate through the website. The site will be a national hub- information on a national level will feed down to legalities on a state level, which feeds to clinics, hospitals and community support on a local level. The organisation may be contactable via the web-site, or real world opportunities such as press, TV, and the GLBTIQ community.

90% ONLINE



- Direct to Website
- Donor Board
- Email the Organisation
- Links on other websites
- Social Media

10% REAL WORLD



- Press / TV
- Mardi Gras
- GLBTIQ Community
- Social Media



SPONSORSHIP

Sponsorship is an opportunity to have business presence on Australia's first Lesbian Parenting website.

As a National Hub, and the first of its kind, the site will have instant cut through and success. It will be one of the few sites in Australia with direct marketing opportunities to the lesbian community. The site will have links to gay friendly IVF Clinics, Doctors, Hospitals, Legal Services, playgroups and schools.

We are inviting businesses to participate by offering customised content- a short description of your services, and link to your business within the relevant section of the website. For example, a subheading 'IVF Clinics' in the Insemination Options, would list gay friendly IVF clinics on a States by State Basis, each with the opportunity to have a link and description.

This is not a directory. Only proven gay friendly businesses will be invited to participate in the site, as recommended by the lesbian community themselves.










QUICK FACTS

Lesbians routinely require the following 'gay friendly' services during the process to becoming parents:

- ▶ Gay Friendly GP's, Gynaecologists, and Obstetricians.
- ▶ Gay Friendly IVF Clinics, Birthing Centres and Hospitals.
- ▶ Gay Friendly Sperm Banks, Accredited Donor Counsellors & Lawyers.
- ▶ Gay Friendly Adoption & Foster Care Agencies.
- ▶ Gay Friendly Playgroups, Childcare Centres & Schools



SPONSORSHIP

SPONSORSHIP PACKAGES	MAJOR SPONSOR \$4000 (over 2yrs)	ADDITIONAL SPONSOR \$1000 (over 2 yrs)	ANONYMOUS SPONSOR \$ OPEN	SUPPORTER \$ IN KIND
CUSTOM CONTENT • 1 paragraph description in relevant section of website • 2 updates per year				
LINK TO YOUR BUSINESS • In relevant section of website				
THANK YOU STATEMENT	Under heading 'Major Sponsors'	Under heading 'Additional Sponsors'	Under heading 'Anonymous Sponsors'	Under heading 'Supporters'
LOGO SIZE • In Thank You Statement				
LOGO SIZE • In publicity				

TERMS

Packages listed represent a 2 year period from launch date. Sponsors are invited to pay half upfront to guarantee their position in the design of the site, and half when the site is launched.

Anonymous sponsorship is also available for those wishing not disclose their identity. This may be because they do not wish to disclose their sexual orientation, or for any other valid, ethical reason.

WHAT ARE PEOPLE SAYING?

"The new Lesbian Parenting website, researched and written by lesbian mums all around Australia will be invaluable. We will most certainly be referring people to this website ourselves."

PFLAG www.pflagaustralia.org.au



"We consider the development of the Lesbian Parenting website to be an important addition to the resources available to those wanting to start a family and would be very happy to lend our support where possible."

Rainbow Babies & Kids www.rainbowbabiesandkids.com.au

"We have over 1300 members. Many have shown support for the idea of a specific website aimed at everything to do with Lesbian Parenting. I believe a website like Kristine is proposing would be extremely popular."

Australian Lesbian Parents on Facebook <https://www.facebook.com/groups/100180686704971/>

FUNDING PARTNERS



MAJOR SPONSORS



SUPPORTERS



RAINBOW BABIES & KIDS

Australian Lesbian
Parents on Facebook



CONTACT

Thank you for considering our Sponsorship proposal. Please don't hesitate to contact us if you require further information.

☎ Kris Rowe +61 449 869 124

✉ kris@lesbianparenting.com.au

🖱 www.lesbianparenting.com.au